SERFF

The INSIDER

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(Knock, Knock) "Housekeeping!"

While we won't turn down your sheets or leave chocolates on your pillow, we will lend our services to clean up your SERFF Message Center!

The SERFF staff will soon begin performing nightly Message Center "clean up," in which all messages more than 90 days old are removed from each user-specific SERFF account.

Please keep in mind that the Message Center is intended to be a tool to notify you of recent activity on filings, not a location to keep a log of activity on filings. It is important to manage your SERFF Message Center. Here are some tips to assist in your efforts:

- The "View Filing Log" link located under the state name in the upper right-hand corner of a filing captures the same level of detail that is received from messages and allows you to see the history of a filing.
- While viewing the message, click on "Move to Workfolder." The filing will be moved to your Workfolder and the message will automatically be deleted.
- Read the overview of the SERFF status change in the "Event Detail" field in the body of the message and then delete the message.
- You can suppress certain types of messages that you don't want to receive by using the "Message Settings" feature under the Settings tab. This will help to keep your Message Center organized.

Remember that the messages are specific to each login ID. When messages are deleted, they are only deleted from the individual user's login, not from every login on the Instance.

If the Message Center is used as a means to *remind* you to perform a specific action, please consider using Reminders. This could help you manage your workload without causing a build-up of messages. For a complete description of this tool and its uses, please check out Lesson 5 of the User Manual.

As always, if you have any questions about message or filing management in SERFF, please contact the SERFF Help Desk at 816-783-8990 or serffhelp@naic.org.

Presenting ... Adobe Acrobat Tips

The PDF Pipeline is one of the most frequently used SERFF tools, so we'd like to offer our SERFF users some helpful PDF tips. Adobe Acrobat is not the only PDF producer available and we neither endorse nor require you to use Adobe Acrobat; it is simply the most popular of the PDF producers/readers. With that in mind, these tips should assist the majority of our SERFF users.

If you suddenly find yourself unable to open a PDF file, or unable to create a PDF Pipeline of a filing while in SERFF, try the following tips (which can also be found on the Adobe Website):

The Web browser interaction setting is located in the Adobe Preferences menu. Often times refreshing your Web browser interaction settings are enough to solve the problem:

1. In Adobe Reader or Adobe Acrobat, choose "Edit" > "Preferences."
2. Select "Internet."
3. Deselect "Display PDF In Browser," and then click "OK."
4. Choose "Edit" > "Preferences" > "Internet," select "Display PDF In Browser," and then click "OK."

For users who only have Adobe Reader, you can repair Adobe Reader on your computer by following these steps:

1. Open Adobe Reader.
2. Choose "Help" > "Repair Reader Installation."
3. Exit Adobe.

If you're still having difficulty opening a PDF file or creating a PDF Pipeline of a filing after trying these tips, please contact the SERFF Help Desk at 816-783-8990 or serffhelp@naic.org.

"Featured SERFFer" - Missy Lemke

Meet Missy Lemke. Shopping aficionado, SERFF filing wiz and the Insider's "Featured SERFFer."

Missy has been using SERFF since July 2007 and has become quite proficient at submitting rate and form filings. "I like using SERFF because filings are acknowledged quicker using SERFF than sending paper," Missy said.

Missy said that one of her favorite features in SERFF is the "Add Authors" button. "Having multiple authors is a great feature. If someone is out of the office, the filing can still be handled," she added.

Missy enjoys learning about the new features and updates in SERFF, and one way she educates herself is by attending the NAIC/NIPR E-Reg Conference. "I attended E-Reg in 2010 and 2011. This is an outstanding conference, whether you are new to SERFF or you are a long time user," Missy said. "Each time I attended the conference, I learned something new and/or reviewed a functionality I had forgotten was available. This is also a very good source for networking with other users."

When she's not SERFFing, Missy enjoys biking, going camping and doing other outdoor activities with her husband and her daughter. And, she loves to go shopping, which she has become "very proficient at with practice!"

Thank you for being a fan of SERFF, Missy!

Do you want to be our next "Featured SERFFer"? Send an e-mail to the SERFF Marketing Team and tell us how much you love SERFF. You could be featured in the January issue of *The Insider!*

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IIPRC Insight

A new product line is coming soon! The IIPRC recently adopted a full suite of uniform standards for individual disability income insurance policies.

These uniform standards apply to individual disability income insurance policies for disability income plans, buy-sell plans and key person plans that are individually underwritten, including such plans that are marketed through employer and association sponsored groups (i.e. "multi-life" plans). Benefits provided may be short-term, long-term, (or combined short-term and long-term) and will be available for filing in early January 2012. Uniform standards for plans covering business overhead expense are still under consideration.

With a total of 83 adopted uniform standards covering all individual asset-based product lines, companies can file a wide variety of products and benefit features through the IIPRC, taking advantage of speed-to-market, uniform contract language, and far fewer rollouts, among many other benefits.

Effective October 18, 2011, companies can now add Nevada to new, pending or previously approved IIPRC filings (other than individual long-term care). Beginning January 17, 2012, Oregon can be included in IIPRC filings. By early next year, companies will be able to file one product submission under one set of uniform standards for one thorough review and approval in 41 compact member states.

Check out the IIPRC web site at www.insurancecompact.org or give them a call at 816-471-3962 to find out how easy it is to get started filing through the IIPRC.

It's a SERFF World After All ...

Great moments in electronics history: the debut of the computer in 1957; the creation of ARPA in 1958; the commercialization of the Internet in 1996, followed quickly by the launch of SERFF in 1998. Yes, we believe that the launch of SERFF is one of the great moments in electronics history, and we hope you agree.

All of these great events eventually led Georgia to be the first state to mandate SERFF in January 2007. Since that time, a total of 26 additional jurisdictions have declared their support of SERFF and proclaimed a mandate.

The 27 jurisdictions that require SERFF filings are: Alabama, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Georgia, Iowa, Kansas, Ohio, Maine, Massachusetts, Michigan, Minnesota, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, Rhode Island, South Carolina**, South Dakota, Utah, Washington, West Virginia and Vermont.

In addition to mandating SERFF for all rate and form filings, 19 states require that filing fees are submitted using EFT (electronic funds transfer). Those 19 states are: Alabama, Arkansas, Delaware, Georgia, Iowa, Maine, Massachusetts, Maryland*, Minnesota, Nebraska, New Hampshire, Nevada, Ohio, Oklahoma, Rhode Island, South Carolina**, South Dakota, Vermont and West Virginia.

If you have not yet registered to use EFT, please click here for a review of the implementation process and required paperwork.

* Maryland has only mandated EFT for payment of filing fees. They have not mandated SERFF for submission of filings.
** South Carolina mandate is for P&C only until 12/31/11. All business areas are mandated at that time.

Oui, Oui, Oui. All the way to SERFF!

On the SERFF team, we believe in surrounding ourselves with only the best and the brightest ... and we're pretty sure we've outdone ourselves with our newest team member, Carolyn McDermott.

Carolyn joined the SERFF team July 18th as a business analyst. She brought with her more than five years of software development and support experience, a great attitude and an even better sense of humor. When asked what her favorite part of the job is so far she said, "Why, my co-workers, of course!"

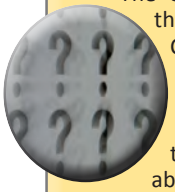
When Carolyn isn't at work, she loves to spend time with her friends and her two dogs, Winston and Lina. She also enjoys playing the piano, reading, running, and playing Ultimate Frisbee and volleyball.

If all of those "fun facts" weren't enough to win you over, Carolyn studied the French language and French art history in Nice, France, over the summers while she was growing up. *Si bon*!

Nous sommes heureux que vous nous ont rejoint, Carolyn!

Mark your calendars!
NAIC/NIPR E-Reg Conference
April 28 — May 2, 2012

Check out the NAIC Website for more details as they develop.



The SERFF Help Desk is available Monday through Friday, 8 a.m. – 5 p.m., Central Time. Contact the Help Desk at 816-783-8990 or serffhelp@naic.org.

If you have any article suggestions or if there is anything you'd like to learn more about, please send an e-mail to serffmktg@naic.org.

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Providing flexibility, promoting uniformity

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The National Association of Insurance Commissioners (NAIC) is the U.S. standard-setting and regulatory support organization created and governed by the chief insurance regulators from the 50 states, the District of Columbia and five U.S. territories. Through the NAIC, state insurance regulators establish standards and best practices, conduct peer review, and coordinate their regulatory oversight. NAIC staff supports these efforts and represents the collective views of state regulators domestically and internationally. NAIC members, together with the central resources of the NAIC, form the national system of state-based insurance regulation in the U.S.